

26 AUG 1992

From: JPUOTILA--VCH0021A
To: MREARDON--VCH0021A Michael Reardon

Date and time 26.08.92 14:4

From: Johan Puotila
To : Michael Reardon
Subject: Letter From Ministry of Health/Finland

Michael,

The Finnish NMA has received an inquiry from the MoH, dated August 13. The cover note refers to a letter from a Mrs. Nordman, MD, where she brings to the attention of the Minister of Health Mr. Huuhtanen the ongoing "tobacco advertising" activities of the industry, targeting juveniles. As examples she uses the Marlboro Classics ads shown in connection with the recent "Beethoven" childrens' film, as well as the "free cigarettes distributed" to juveniles on a school childrens cruise outside the Finnish territorial waters (Viking case).

She also raises the issue of exposing tobacco products at foodstores and asks for the Ministry to consider how this exposure could be reduced, not keeping cigarettes "next to candies and chewing gum". She also implies that this placement is intentional, to reach children.

In the cover note addressed to the NMA the Ministry asks for the NMA's comments when it comes to "the purpose and the intentions" of the activities raised.

I have faxed a copy of the letter to Christian and Eero. I think the NMA or the member companies or at least Amer or we should respond to this, because otherwise the claims presented could be treated as material facts when preparing the Tobacco Act amendment. I have no information yet on whether the NMA has reacted in any way.

With a copy of this note I ask Amer/Kati Nuortie to have a translation prepared of the letter, to be forwarded to distribution.

Looking forward to your comments,

Best Regards

Johan

Kristiina, pls. fax a copy of this note to Christian Reims plus Kalle and Kati at ATO.

cc: AANDRADE--VCH0021A Anthony Andrade	SCARLSON--VCH0021A Stig Carlson
KHAAJANE--VCH0021A Kristina Haajanen	RHEROLD --VCH0021A Roy Herold
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